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Management of Community Service and Collaboration in Higher Education

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Abstract: This research aims to find out how to manage community service and collaboration in higher education. This research method uses literature review or library research namely studies used to collect information and data sourced from reviews, summaries and written thoughts about several library sources in the form of articles, books, slides, information, the internet. The literature used must be relevant, up-to-date and adequate. There are five stages in using the literature review method namely 1) searching for relevant literature, 2) selecting specific sources, 3) identifying article details, 4) creating an outline, 5) compiling literature review. The results of this research show that community service carried out by universities covers many things and is divided into internal or external service. For the external part, lecturers or students go directly into the field and mingle with the community and provide guidance, education and training. Meanwhile, in the university collaboration section, each campus can collaborate with schools, institutions, universities and many more, such as what Telkom University and UIN SUSKA Riau do, and also what UM Metro does with several schools and professional electronics institutions.

Keywords: Collaboration, Service, Higher Education

INTRODUCTION

Community service activities are carried out by universities as a form of implementation of the Tri Dharma of Higher Education. as an educational institution is obliged to carry out these activities, this is explained in Law no. 20 of 2003 concerning the National Education System. And it is further clarified in Law no. 12 of 2012 concerning Higher Education which is explained in article 1 paragraph 1, namely Community Service (PKM), namely activities of the academic community that utilize science and technology to advance community welfare and make the nation's life more intelligent.

The implementation of this activity is carried out by students, lecturers, education staff and alumni. With this activity, universities are able to be present in the community. This activity must be managed regularly and systematically so that the programs that have been designed can be implemented smoothly and sustainably.

Currently, community service is widely carried out in rural and urban communities to provide guidance on problem solving, guidance on skills or knowledge. However, there are still some activities that are not on target so that the results of these activities are not visible even though they have been carried out continuously.

This community service is not only between one university and the community, but can be further developed through collaboration between universities. Collaboration between universities will maximize the process of community service, because they can collaborate to help the Indonesian people towards development. This collaborative activity can also be in various fields based on the forms of cooperation that have been determined.

It is hoped that higher education collaboration can become an important foundation in the development of higher education in Indonesia to share knowledge, experience and resources to achieve common goals, one of which is producing quality graduates.

Currently, many universities in Indonesia have collaborated with foreign universities and this is characterized by student exchanges. Recently, Riau Islamic University also collaborated with one of the universities in Korea and has carried out student exchanges, this was done to provide new knowledge to students so that later they could share it and share it with other friends. Based on these things, the author is interested in discussing in more detail the Management of Community Service and Cooperation.

METHOD

This research uses a literature review method or library research. Yes, now that's a study used in collecting information and data sourced from reviews, summaries and written thoughts about several library sources in the form of articles, books, slides, information, the internet. The literature used must be relevant, up-to-date and adequate. There are five stages in using the literature review method, namely 1) searching for relevant literature, 2) selecting specific sources, 3) identifying article details, 4) creating an outline, 5) compiling a literature review.

RESULTS AND DISCUSSION

Scope of Community Service Management

Understanding Community Service Management

Management is the process of planning to achieve goals. According to GR Terry in Mohamad Mustari, management is a process that has distinctive characteristics which includes all planning, directing, organizing and controlling actions which aim to determine and achieve predetermined targets through the use of various sources.

Community service is the implementation of the practice of science, technology and arts and culture directly in society institutionally through scientific methodology as the dissemination of the Tri Dharma of Higher Education as well as noble responsibilities in an effort to develop community capabilities, so that it can accelerate the rate of growth in achieving national development goals.

According to the Directorate of Research and Community Service, community service or community service activities are activities that include efforts to improve the quality of human resources, including expanding insight, knowledge and improving skills carried out by the academic community as an embodiment of the Dharma of Bakti and a form of concern. to play an active role in improving welfare and empowering the wider community, especially economically weak communities

So it can be concluded that community service management is a description of the management of higher education capabilities through Community Service Institutions (LPM/LPPM/P3M) in managing community service activities in higher education.

Purpose of Community Service

The aim of this activity refers to the Regulation of the Minister of Education and Culture, where community service must develop a model of community empowerment,

increase community service capacity, provide solutions based on academic studies and needs, challenges or problems faced, then to carry out activities that are able to empower the community at all strata, economically, politically, socially and culturally and carry out technology transfer.

Based on the concept above, the aim of community service must fulfill several things, namely accelerating efforts to increase human resource capabilities in accordance with the demands of development dynamics, accelerating community development efforts towards building a dynamic society that is ready to undergo change, accelerating efforts to develop community institutions and professions in accordance with developments in modernization process.

The objectives of community service can be described and prioritized more specifically by taking into account: a) the basic scientific patterns of higher education, b) statutes, development master plans, c) the economic, social and cultural environment of local communities, d) regional and national development demands, e) other relevant considerations and criteria.

Principles of Community Service

The principles in carrying out every community service program and activity are in accordance with the following foundations. 1) Institutional Principles are community service activities carried out institutionally by taking into account the values, norms and organization adopted by universities in Indonesia as a system. So that the results obtained in this activity can be accounted for scientifically, normatively, organizationally and administratively by the university concerned. 2) The Principle of Scientific Practice and Scientific Charity, which is a great intention and motivation that must be present in every activity, one of which is an attitude of sincerity in practicing the science, technology and Monday that we have mastered. This activity is not only for personal gain, let alone seeking personal gain, but rather to practice the knowledge we have which is facilitated by universities. 3) The Principle of Collaboration, namely the implementation of programs in community service activities which are a joint effort between universities and the community parties who are assisted or who are activity partners. So that every program implemented will provide meaning and can utilize the capabilities of existing resources in society . 4) Principle of Continuity , this activity should be carried out with a mature, systematic, integrated, focused and sustainable plan. With the principle of continuity, it is hoped that the implementation of programs and activities for the community can show real results. 5). The Principle of Educating and Developing , is that these programs and activities must reflect how educational institutions and scientific institutions are in accordance with the position , function and role of higher education and developing society.

Target Audience for Community Service

The targets of community service activities are basically people outside the campus, such as those who need help from universities in order to solve the problems they face with developed science and technology. In its implementation, the target audiences for activities are individual audiences, group target audiences, community target audiences, institutional target audiences. Meanwhile, the scope includes urban or rural communities, industrial or agricultural communities and government or private sectors.

Implementation of Community Service

Implementation of community service programs has a scope or conception as the practice of science which includes the following: 1) Development of science and technology and art into products that can be directly utilized by the community. These activities include courses, workshops, seminars, exhibitions and through mass communication media . This activity is also educational in nature to support the development of people who love learning and continuous education. 2) Application of science, technology and art that is relevant to community needs and development demands. 3) Providing expertise assistance to the

community in solving development problems. 4) Development of research results based on the results of higher education studies and utilized for the benefit of society and development.

Management Aspects of Community Service

Community service management describes the ability of universities through community service institutions to manage community service activities. Community service institutions must have a strategic plan (Re ns tra) which describes in detail the service programs and activities along with their management in accordance with the vision and mission of the university.

Information related to community service management should be *updated* via *the website*. Community service management cannot be separated from the existence of a quality assurance process for community service plans and activities, starting from the presence or absence of training activities or proposal clinics with competent experts, recruitment of internal reviewers who are trained in their competency, standards for determining winners.

Community service management refers to several parameters, namely: 1) *website length*, 2) existence of a community service strategic plan, 3) training activities or proposal clinics, 4) internal reviewer recruitment procedures, 5) proposal discussion seminar procedures, 6) evaluation procedures proposal, 7) procedure for determining the winner, 8) contract process for implementing community service, 9) internal monitoring and evaluation process, 10) process for reporting results of community service, 11) seminar activities/results exhibition, 12) quality assurance process, 13) not continuing the results of community service, 14) reward system.

Scope of Higher Education Cooperation i Understanding Higher Education Collaboration

Collaboration is an activity carried out in order to produce something that is done with the help of other people in order to achieve the same goal together. Higher education collaboration is an effort to solve institutional problems faced by universities, especially in improving the academic quality of each university.

Benefits of Higher Education Collaboration

The benefits of higher education collaboration are divided into 2, namely the benefits for students are to develop student academic reasoning and student *hard skills* and *soft skills* . Meanwhile, for institutions, it is useful for improving the quality of educational processes and outcomes, increasing the effectiveness of distributing graduates , increasing industrial applications , improving the quality of resources , improving the quality of service programs , improving the quality of organizations .

Forms of Collaborative Activities

The forms of cooperation in higher education are 1) the implementation of education including cooperation in the field of education, implementation of bilingual classes, implementation of PPL, maxing models with industrial universities. Organizing scientific events includes scientific visits, seminars and joint training, staff sharing and joint research for students, staff and lecturers. 2) Operational support and facilities include scholarships, human resource development, languages, research, service and teaching, improving facilities and infrastructure, cooperation in the health sector. 3) Community service activities include implementing joint P3M, cooperation in the field of proselytizing, improving social conditions in the community.

Actors and Collaboration Support Tools

The parties who take part in the collaboration process between universities include 1) Policy makers including leaders/deputy rectors, 2) Managers/organizers including the

Cooperation affairs office, LPPM, international affairs office. 3) Relationships include partners and resources that enable the project to be successful. 4) Cooperation activity implementation unit, 5) Information system for data collection, management, monitoring and evaluation.

Flow of Higher Education Collaboration

The flow of higher education collaboration includes 1) cooperation submissions including information systems for proposals for cooperation applications, information systems for requests for cooperation. 2) Selection of collaboration applications. 3) Correction and revision of the cooperation proposal draft, 4) Monitoring cooperation data documents, 5) Evaluation of cooperation.

Stages of Higher Education Collaboration

Stages of higher education collaboration include 1) Collaboration Opportunities and Strategy Adaptation including developing pre-existing collaborative relationships, developing MoM, MoA and MoU. 2) Exploring the alignment of shared goals including goal alignment, initial exploration for example student or lecturer exchanges, profitable partnerships, and planning a draft manuscript. 3) Joint target agreement includes expanding targets and time allocation. 4) Organizational implementation, alignment of member roles including building levels of coordination, agreement and joint action, involvement and collaboration of administrators. 5) Collaboration Evaluation.

DISCUSSION

Community service

All elements in higher education, including teaching staff, education staff and even students, are obliged to implement the tri dharma of higher education so that the knowledge they already have can be useful not only for themselves but for the wider community. Several forms of community service activities carried out by universities include going directly into the community to provide education and entrepreneurship training (some of which include hydroponic planting processes, recycling waste into goods that are worth selling).

Apart from that, it can also be seen from one campus such as UNISBA which carries out the tri dharma of higher education in two forms, namely internal and external. The external activities carried out by UNISBA to be able to go directly into the community are by creating programs such as: Community Partnership Program (PKM); Entrepreneurship Development Program (PPK); Export Product Development Program (PPPPE); Regional Featured Product Development Program (PPPUD); Campus Intellectual Product Business Development Program (PPUPIK); Regional Partnership Program (PKW); Regional Partnership Program between PT-CSR or PT-Pemda-CSR; Partner Village Development Program (PPDM); Hi-Link Program; and the Community Learning and Empowerment Real Work Lecture Program (KKN-PPM).

Higher Education Collaboration

Collaboration between universities is carried out to develop student abilities in terms of both *soft skills* and *hard skills*. Apart from that, the benefits of collaboration for universities are to improve the quality of graduates and increase the usability of graduates. Every campus has now started to promote the MoU system to improve their quality. Just like what is done by LPM UM Metro which actively collaborates with schools, several campuses at home and abroad and even collaborates with the Professional Certification Institute (LSP) Association of Indonesian Refrigeration and Air Conditioner Technicians (ASISI), namely the electronics professional institution.

Several other campuses are also collaborating to improve the quality of their graduates, such as Telkom University which has collaborated with UIN SUSKA Riau in terms of strengthening synergy between universities, especially in the field of the tridharma of higher

education, namely teaching, research and community service, as well as cooperation in developing institutional resources.

CONCLUSION

Management of community service and cooperation is carried out by the campus with the aim of improving the quality of graduates who will also be involved directly with society in the world of work. The management carried out by the campus through structured programs every year will create habits that will be very useful for scientific development, both *soft skills* and *hard skills*. Apart from that, the collaboration carried out by each university has different goals but still provides the same benefits. As previously explained, several campuses such as UIN SUSKA Riau have collaborated with Telkom University to build synergy and quality between universities.

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